

## CLAIMS

It is claimed:

1. A method of selecting one or more colors, said method comprising a “hue and light grid” (HLG) comprising a plurality of colors, wherein said HLG is divided into “basic color families” (BCF), each BCF including at least one primary color, and wherein each vertical row of said HLG is a “basic color family row” (BCFR), and said method comprising the following steps:

- (1) selecting a location to be colored;
- (2) selecting a range of colors from said HLG, said range of colors corresponding with one or more user preferences to basic colors and said range of colors being a BCF;
- (3) associating a functionality value with said location;
- (4) using said functionality value to target a first set of selected rows and selected columns, said first set of selected rows and selected columns being within said BCF which corresponds with said range of colors selected in step (2);
- (5) associating an “amount of light” (AOL) value with said location;
- (6) using said AOL value to target a second set of selected rows and selected columns, said second set of selected rows and selected columns optionally being a subset of said first set of selected rows and selected columns;
- (7) associating an exposure value with said location;
- (8) using said exposure value to target a third set of selected rows and selected columns, said third set of selected rows and selected columns optionally being a subset of said second set of selected rows and selected columns;

- (9) selecting a spatial emphasis, said spatial emphasis corresponding with one or more user preferences to either enhance or overcome inherent spatial limitations associated with said location;
- (10) using said spatial emphasis to target a fourth set of selected rows and selected columns, said fourth set of selected rows and selected columns optionally being a subset of said third set of selected rows and selected columns; and
- (11) optionally selecting one or more additional criteria, said one or more additional criteria corresponding with one or more user preferences, and using said one or more additional criteria to target one or more additional sets of selected rows and selected columns, wherein said one or more additional sets of selected rows and selected columns are a subset of one or more of the first set of selected rows and selected columns, the second set of selected rows and selected columns, the third set of selected rows and selected columns, and/or the fourth set of selected rows and selected columns.

2. The method of claim 1, wherein

- (1) each of said plurality of colors is defined by a first color attribute and a second color attribute, said first color attribute being brightness, wherein brightness is light reflective value (LRV), said second color attribute being intrinsic warmth or coolness (hue), wherein said intrinsic warmth or coolness is an intrinsic “temperature” associated with said color independent of other colors;

- (2) said HLG is defined by an x and y axis, wherein said x axis is hue in spectrum order, and said y axis is LRV in increasing order;
- (3) each BCFR has a brightness value (B); and
- (4) each BCFR having a warmth value (W).

5

3. The methods of claims 1 and 2 wherein each BCF includes one or more secondary colors.

4. The method of claim 2 wherein B is defined on a scale, each B corresponding to a predefined number of rows of said HLG.

5. The method of claim 2 wherein W is defined on a scale-, each W corresponding to a predefined number of columns of said HLG.

6. The method of claim 2, wherein said functionality value is defined by a first functionality attribute and a second functionality attribute; said first functionality attribute being "activity level" (AL); said second functionality attribute being a number of persons (NP) associated with said location.

7. The method of claim 6 wherein AL is defined on a scale ranging from most active to least active, each AL corresponding to a predefined number of columns of said HLG.

8. The method of claim 6 wherein NP is defined on a scale ranging from a large number of persons to a least number of persons, each NP corresponding to a predefined number of rows of said HLG.

9. The method of claims 2 and 6, wherein said AOL value is defined on a scale ranging from least light to most light.

10. The method of claims 2, 6 and 9, wherein said exposure value is defined on a scale including a range of values, each value being associated with a direction of exposure, said direction of exposure being selected from the group comprising north, south, east, west, northwest, northeast, southwest, and southeast.

11. The method of claims 2, 6, 9 and 10, wherein each value of AL on said scale of 1 to 10 is associated with a predefined number of columns of said range of colors selected in step (2) of claim 1.

12. The method of claims 2, 6, 9 and 10, wherein each value of NP on said scale of 1 to 10 is associated with a predefined number of rows of said range of colors selected in step (2) of claim 1.

13. The method of claims 2, 6, 9 and 10, wherein each value of AOL on said scale of 1 to 5 is associated with one or more rows of said range of colors selected in step (2) of claim 1.

14. The method of claims 2, 6, 9 and 10, wherein each value of exposure is associated with a predefined number of columns of said range of colors selected in step (2) of claim 1.

15. The method of claims 2, 6, 9, and 10, wherein said spatial emphasis selected in step (10) of claim 1 is associated with one of four quadrants within said range of colors selected in step (2) of claim 1.

16. A method comprising the method of claims 11, 12, 13, 14, and 15.

17. A method of marketing color, comprising the method of claim 16 and, one or more of the following steps:

- (1) applying one or more of said one or more selected colors to a location to be colored;
- (2) providing an executable contract, wherein said executable contract includes one or more costs and terms associated with applying one or more of said selected colors to said location; and
- (3) training a user to execute the method of claim 1.

18. The method of step 17, wherein a user is provided with one or more sample bottles, each of said sample bottles corresponding with one of said one or more selected colors.

19. The method of step 16, wherein said method is executed electronically using a computing device.

20. The method of step 16, wherein said HLG comprises 78 columns and 10 rows.

5

21. The method of step 20, wherein said fourth set consists of six colors.

22. The method of step 16, wherein each of said colors is a color of paint.

23. The method of step 16, wherein each of said colors is an accent color.

24. The method of step 16, wherein each of said colors is a color and pattern of upholstery.

25. The method of step 16, wherein each of said colors is a color and pattern of wall covering, said wall covering being selected from the group comprising wallpaper, trim, paneling, molding, wainscoting, stenciling, and fabric.

26. A system having a plurality of computer executable steps to implement and control a color selection system, said system comprising:

- (1) displaying an interface, wherein said interface provides means for displaying one or more selection criteria and for inputting user preferences;
- (2) storing said user preferences in a communications system;

(3) using said user preferences to determine a range of colors from a "hue and light grid" (HLG), said HLG comprising a plurality of colors, wherein said HLG is divided into "basic color families" (BCF), each BCF including a primary color;

(4) storing said range of colors in said communications system;

5 (5) transmitting said range of colors to a user;

(6) based on said range of colors, optionally executing one or more of the following steps:

(a) applying one or more colors selected from said range of colors to a location to be colored;

10 (b) generating an executable contract, wherein said executable contract includes one or more costs and terms associated with applying one or more of said colors to said location;

(c) printing said report.

15 27. The method of claim 26 wherein said interface comprises a web page downloaded by said communications system to a internet or an intranet capable of receiving one or more of said user preferences.